

# CENSUS

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## Census 2000 Questionnaire to Allow Multiple Race Responses; No Multiracial Category

Respondents of mixed racial heritage will be able to mark or select one or more races in identifying themselves on the Census 2000 questionnaire and other government forms.

The Office of Management and Budget (OMB) accepted the recommendation of the Federal Interagency

Committee to use multiple race responses instead of a "multiracial" category. The new categories will appear on the Census 2000 questionnaire; they also will be used in the Census 2000 Dress Rehearsal scheduled for next year.

OMB Director Franklin D. Raines announced only a few changes from the recommendations announced by the 30-agency panel last July.

One major change is OMB's decision to override the recommendation about keeping Native Hawaiians in the Asian or Pacific Islander race category. Instead, OMB said it would split the category in two: one called "Asian," the other called "Native Hawaiian or Other Pacific Islander."

That means there will be five race categories: White; Black or African-American; American Indian or Alaska Native; Asian; and Native Hawaiian and Other Pacific Islander.

In the announcement, OMB said it –

- Decided not to change the term "American Indian" to "Native American."
- Accepted the recommendation that the term "Alaska Native" be used instead of "Eskimo and Aleut."

- Accepted the recommendation that Central and South American Indians should be classified as American Indian.

- Accepted the recommendation that the name of the Black category be changed to "Black or African-American" and said additional terms such as Haitian or Negro can be used if desired.

- Modified the recommendation concerning the term Hispanic making it, "Hispanic or Latino" and said "Spanish Origin" can be used if desired.

Source: Office of Management and Budget. <[www.whitehouse.gov/WH/EOP/OMB/html/fedreg/Ombdir15.html](http://www.whitehouse.gov/WH/EOP/OMB/html/fedreg/Ombdir15.html)>. Paper copy (202-395-7332; fax 202-395-6137). See the *Federal Register* (Vol. 62, No. 210), October 30, 1997.

### Contact:

Office of Management and Budget  
Office of Statistical Policy  
202-395-3093

### 1997 Statistical Abstract Nearing Release

Look for the release of the 1997 *Statistical Abstract of the United States*, everybody's favorite data book in the next few weeks. This perennial best-seller will be available in print from the U.S. Government Printing Office and online via our Web site. An even more detailed version will be released on CD-ROM.

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U.S. Department of Commerce  
Economics and Statistics  
Administration  
BUREAU OF THE CENSUS

### Inside This Issue!

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## Latest Findings from March 1997!

# Men More Likely Never to Have Married Than Women

Far more men than women (about 5 million more) have never married. About 25.4 million men age 18 and over have never married, in contrast to about 20.5 million women.

Nonetheless men in general are more likely to be married and living with their spouse; women are more likely to be divorced or widowed.

Source: Preliminary March 1997 Current Population Survey. <[www.census.gov/population/www/socdemo/ms-la.html](http://www.census.gov/population/www/socdemo/ms-la.html)>.

The Web page also has links to more detailed tables from previous years, on a broader array of topics such as interracial marriage, young adults living at home, unmarried couples, median age at first marriage and children's living arrangements.

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## Most Adults Are Married and Living with Their Spouse

Percent of adults age 18 and over: 1997

Total population: 195.6 mil.

Men: 94.2 mil.

Women: 101.4 mil.

	Men	Women
Married, spouse present	58.0	53.9
Married, spouse absent	3.4	4.1
Separated	2.1	3.0
Other	1.4	1.1
Widowed	2.9	10.9
Divorced	8.7	11.0
Never married	27.0	20.2

Source: U.S. Census Bureau, Department of Commerce, March 1997 Current Population Survey.

## Questions?

### • Press inquiries

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E-mail: [pio@census.gov](mailto:pio@census.gov)

### • Product Information

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Fax: 888-249-7295  
TDD: 301-457-4611  
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## Census Regional Offices

Atlanta	404-730-3833
TDD	404-730-3964
Boston	617-424-0510
TDD	617-424-0565
Charlotte	704-344-6144
TDD	704-344-6548
Chicago	708-562-1740
TDD	708-562-1791
Dallas	214-640-4470
TDD	214-640-4434
Denver	303-969-7750
TDD	303-969-6769
Detroit	313-259-1875
TDD	313-259-5169
Kansas City	913-551-6711
TDD	913-551-5839
Los Angeles	818-904-6339
TDD	818-904-6249
New York	212-264-4730
TDD	212-264-3863
Philadelphia	215-597-8313
TDD	215-597-8864
Seattle	206-728-5314
TDD	206-728-5321

## Census and You

Volume 32, No. 11  
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For information about subscribing to *Census and You* or to send comments, contact the Public Information Office, U.S. Census Bureau, Washington, DC 20233-0900 (301-457-2822; [ntillman@census.gov](mailto:ntillman@census.gov)).

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<[www.census.gov/prod/www/titles.html#cennews](http://www.census.gov/prod/www/titles.html#cennews)>

## Home Economic Report:

# Income Up, Health Coverage Down and Poverty Unchanged

Median household income increased in real terms between 1995 and 1996 for the second consecutive year, while the number of uninsured Americans, particularly children, rose, and the poverty rate and the number of people living in poverty remained statistically unchanged, according to three reports from the Census Bureau.

The reports also include data for states (see page 4). Both the income and poverty reports have additional data on noncash benefits.

Census Bureau official Daniel Weinberg noted, "During this period, the real median income of households rose by 1.2 percent, increasing from \$35,082 to \$35,492. In addition, this was the third consecutive year in which there was no year-to-year change in overall income inequality."

## Almost 14 Percent Poor, No Change From Last Year

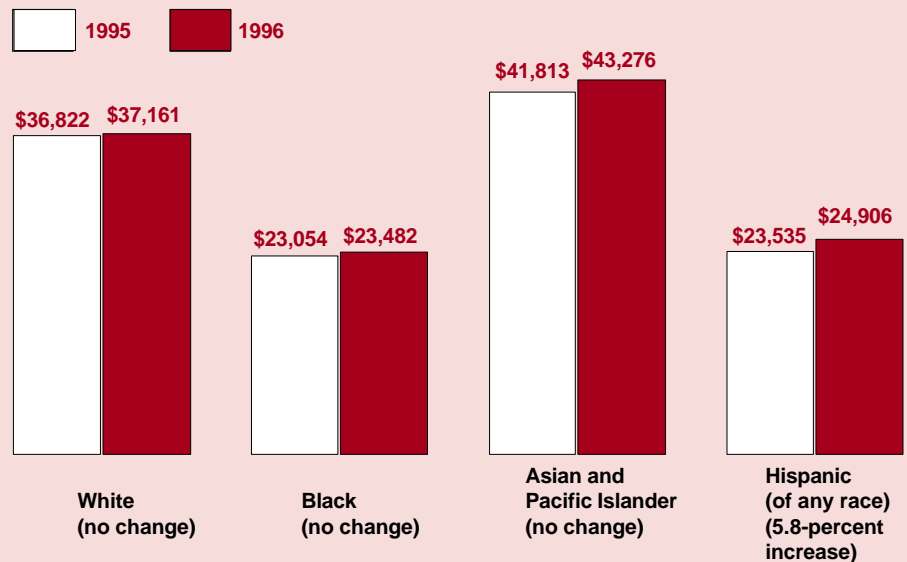
The number of poor Americans in 1996 totaled 36.5 million, representing 13.7 percent of the nation's total population.

Neither figure was significantly different from the previous year's estimate. (In 1996, the average poverty threshold for a family of four was \$16,036.)

Between 1995 and 1996, there were no significant changes in poverty rates or in the number of poor among Whites, Blacks, Asians and Pacific Islanders or persons of Hispanic origin (who may be of any race).

## Household Income Up for Hispanics, No Change for Other Groups

Median household income (1996 dollars) by race and Hispanic origin: 1995 and 1996



Source: U.S. Census Bureau, Department of Commerce, *Money Income in the United States: 1996*, Series P60-197.

The poverty rate declined significantly between 1995 and 1996 for persons living inside central cities (from 20.6 percent to 19.6 percent) and for male unrelated individuals (18.0 to 17.0 percent). It increased for persons aged 60 to 64 (10.2 to 11.5 percent).

On the health-care front, the number of uninsured children under age 18 grew to 10.6 million (14.8 percent) in 1996; both the number and percentage were statistically higher than the 1995 figures of 9.8 million and 13.8 percent.

Overall, an estimated 41.7 million Americans, or 15.6 percent, had no health insurance during all of 1996.

This number was up 1.1 million from the previous year, but the percentage was not statistically different.

Source: *Money Income in the United States: 1996*, Series P60-197. <[www.census.gov/hhes/income.html](http://www.census.gov/hhes/income.html)>. *Poverty in the United States: 1996*, Series P60-198. <[www.census.gov/hhes/www/poverty.html](http://www.census.gov/hhes/www/poverty.html)>. *Health Insurance Coverage: 1996*, Series P60-199. <[www.census.gov/hhes/www/hlthins.html](http://www.census.gov/hhes/www/hlthins.html)>. Print (301-457-4100).

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## Income and Poverty Data for States – Why Use Averages?

The Census Bureau has long heard requests for income and poverty information for areas below the national level. The Current Population Survey on which the estimates are based is designed to gather reliable data primarily at the national level and secondarily at the regional level.

State estimates based on this source are considerably less reliable; users should use caution when interpreting these results. We release three-year averages for states, along with the standard errors, to reduce the chances that these estimates will be misinterpreted.

## Business Patterns in Your County

The Census Bureau has released all the reports in our popular County Business Patterns series. Each year we release a report, with statistics for every industry, for each state, the District of Columbia and Puerto Rico and a concluding U.S. summary.

Because these data are widely used, we use many formats to suit our variety of users: print, tape, floppy diskette and CD-ROM. Right now on the Internet you can find the reports (for 1993-95) in .pdf form ([www.census.gov/prod/www/abs/cbptotal.html](http://www.census.gov/prod/www/abs/cbptotal.html)). The release in other media usually come a bit later.

To order data products, contact Customer Services (301-457-4100).

### Contact:

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## Income, Poverty and Health Insurance Coverage in the United States: 1994-1996

3-year average: 1994-1996

	Median household income (In 1996 dollars)	S.E.	Pct. in poverty	S.E.	Pct. w/o health ins. through-out year	S.E.
United States	\$34,911	127	14.0	0.16	15.6	0.2
Alabama	28,618	981	16.8	1.36	15.2	0.9
Alaska	50,060	1,311	8.5	0.97	13.1	0.8
Arizona	32,180	837	17.5	1.31	21.6	1.0
Arkansas	26,922	702	15.8	1.31	19.0	1.0
California	38,106	518	17.2	0.55	20.6	0.4
Colorado	40,971	1,047	9.5	1.08	14.6	0.9
Connecticut	42,353	1,688	10.7	1.29	10.1	0.9
Delaware	37,749	1,092	9.1	1.19	14.2	1.0
District of Columbia	31,835	924	22.5	1.72	16.2	1.1
Florida	30,759	425	15.1	0.68	18.1	0.5
Georgia	33,639	899	13.6	1.14	17.3	0.9
Hawaii	43,541	1,337	10.4	1.23	8.9	0.8
Idaho	33,912	889	12.8	1.18	14.8	0.9
Illinois	38,630	665	12.3	0.70	11.2	0.5
Indiana	33,004	918	10.3	1.12	11.2	0.8
Iowa	34,933	886	10.8	1.15	10.9	0.8
Kansas	31,269	817	12.3	1.21	12.2	0.9
Kentucky	30,420	866	16.7	1.36	15.1	0.9
Louisiana	28,740	926	22.0	1.49	20.2	1.0
Maine	33,883	919	10.6	1.25	12.9	1.0
Maryland	42,582	1,347	10.4	1.18	13.1	0.9
Massachusetts	40,695	1,082	10.3	0.77	12.0	0.6
Michigan	38,027	684	12.5	0.73	9.8	0.5
Minnesota	38,554	1,093	10.2	1.11	9.2	0.8
Mississippi	26,963	749	21.3	1.48	18.7	1.0
Missouri	34,027	1,034	11.5	1.22	13.3	0.9
Montana	28,838	930	14.6	1.26	13.3	0.9
Nebraska	33,858	900	9.5	1.09	10.4	0.8
Nevada	37,889	1,062	10.1	1.14	16.7	1.0
New Hampshire	39,016	1,224	6.5	1.05	10.5	0.9
New Jersey	45,817	894	8.7	0.64	14.6	0.6
New Mexico	26,776	859	24.0	1.49	23.7	1.0
New York	34,395	471	16.7	0.60	16.1	0.4
North Carolina	33,469	619	13.0	0.83	14.5	0.6
North Dakota	30,452	846	11.1	1.17	8.8	0.8
Ohio	34,589	645	12.8	0.71	11.5	0.5
Oklahoma	27,700	757	16.8	1.34	18.0	1.0
Oregon	35,414	801	11.6	1.24	13.6	1.0
Pennsylvania	34,797	552	12.1	0.67	10.0	0.5
Rhode Island	35,730	909	10.6	1.30	11.4	0.9
South Carolina	32,064	951	15.6	1.36	15.3	1.0
South Dakota	30,485	940	13.6	1.22	9.6	0.7
Tennessee	30,327	820	15.3	1.31	13.4	0.9
Texas	32,872	489	17.7	0.71	24.3	0.6
Utah	37,469	781	8.0	0.94	11.7	0.8
Vermont	35,028	1,064	10.2	1.24	11.0	0.9
Virginia	38,787	1,049	11.1	1.09	12.7	0.8
Washington	36,265	967	12.0	1.23	12.9	0.9
West Virginia	25,270	801	17.9	1.38	15.5	0.9
Wisconsin	39,877	1,043	8.8	1.01	8.2	0.7
Wyoming	32,833	957	11.1	1.22	14.9	1.0
New York, NY CMSA	38,921	513	15.0	0.53	(NA)	(NA)
Los Angeles, CA CMSA	36,915	567	19.1	0.66	(NA)	(NA)

S.E. Standard error. Pct. Percent. NA Not available.

Source: U.S. Census Bureau, Department of Commerce, March 1997 Current Population Survey.



# One in 10 Reported a Severe Disability in 1994-95

Between October 1994 and January 1995, approximately 54 million Americans (1 in 5) reported some level of disability and 26 million (1 in 10) described their disability as severe, according to a new report, *Americans With Disabilities: 1994-95*.

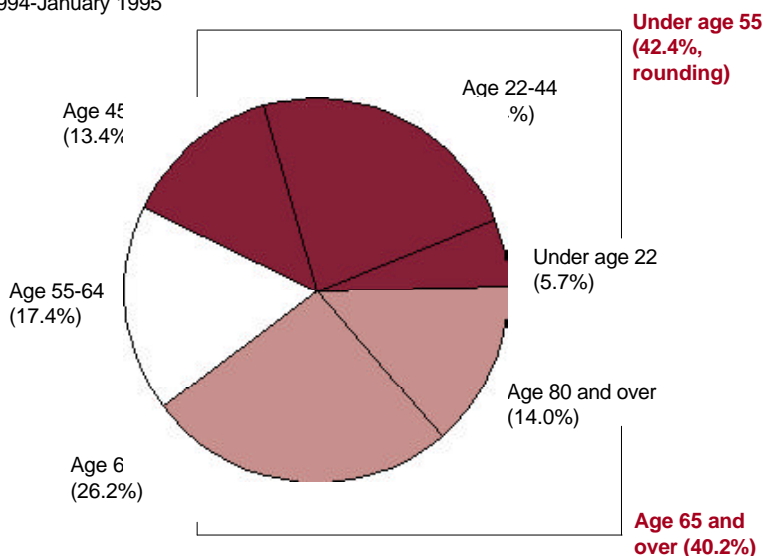
Data collected three years ago (1991-92) showed nearly 50 million people with a disability, 24 million of whom said their disability was severe.

As the pie chart, right, shows, people who have a severe disability may be any age; more than four of every 10 are under age 55. But, as the bar graph below shows, the chances of having a severe disability increase with age; more than half of those age 80 or older have a severe disability.

We define a disability as difficulty in performing functional or daily living

## More Than Four in 10 Severely Disabled People Are Under Age 55

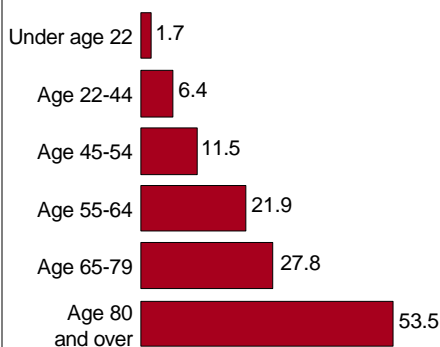
The severely disabled population – percent distribution by age:  
October 1994-January 1995



Source: U.S. Census Bureau, Department of Commerce, *Americans With Disabilities: 1994-1995*, Series P70-61.

## With Advanced Age May Come Severe Disability

Percent disabled by age: October 1994-January 1995



Source: U.S. Census Bureau, Department of Commerce, *Americans With Disabilities: 1994-1995*, Series P70-61.

activities or one or more socially defined roles or tasks. A person with a severe disability is one who is completely unable to perform an activity or task or who needs personal assistance.

“Since the passage of the Americans With Disabilities Act in 1990, the Census Bureau has collected data that makes it possible to relate disability status to a range of other variables,” said Jack McNeil, author of the report.

Source: *Americans With Disabilities: 1994-1995*. <[www.census.gov/hhes/www/disable.html](http://www.census.gov/hhes/www/disable.html)>. Print (\$1.25; call 301-457-4100).

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<[john.m.mcneil@ccmail.census.gov](mailto:john.m.mcneil@ccmail.census.gov)>

## Preliminary 1997 Data on Race and Hispanic Origin

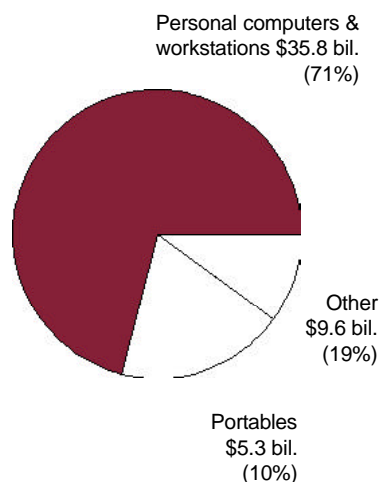
In our goal to get data to you as fast as possible, we have released preliminary findings on several key subjects from the March 1997 Current Population Survey. Look for more detailed tables later.

- Asian and Pacific Islander Population. <[www.census.gov/population/www/socdemo/race.html](http://www.census.gov/population/www/socdemo/race.html)>.
- Black population. <[www.census.gov/population/www/socdemo/race.html](http://www.census.gov/population/www/socdemo/race.html)>.
- Hispanic population. <[www.census.gov/population/www/socdemo/hispanic.html](http://www.census.gov/population/www/socdemo/hispanic.html)>.

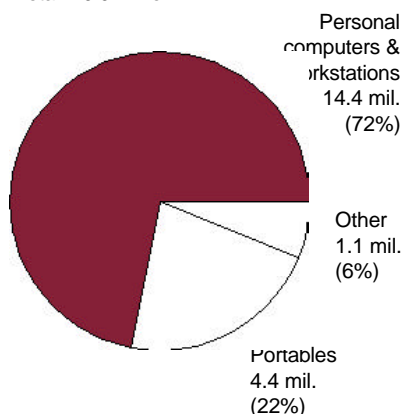
## PC and Workstation Shipments Valued at \$35.8 Billion in 1996

### Personal Computers and Workstations Dominate Computer Industry

Value of shipments of computers and office and accounting machines: 1996  
Total: \$50.7 bil.



Quantity of shipments of computers and office and accounting machines: 1996  
Total: 19.9 million



Source: U.S. Census Bureau, Department of Commerce, *Computer and Office and Accounting Machines*.

In 1996, the United States had 86 companies reporting total shipments of 14.4 million personal computers and workstations, worth \$35.8 billion. Another 4.4 million portables, worth \$5.3 billion, were shipped too.

Together these computers accounted for 81 percent of the value of all computers shipped.

U.S. manufacturers shipped about 2.5 million more laser printers than in 1995.

Source: *Computers and Office and Accounting Machines: 1996*, Series MA35R(96)-01. <[www.census.gov/industry/ma35r96.txt](http://www.census.gov/industry/ma35r96.txt)>.

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### CountyScope

Ever need info about a county – only to find that what you need is spread across several different data files? Our *CountyScope* product gives you an easy-to-use graphical interface to multiple Census Bureau databases with statistics on a county or group of counties and on even smaller sub-county areas such as ZIP codes and census tracts. *CountyScope* lets you access 12 different Census Bureau databases.

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## New Homes' Features Now on Microdata File

The Census Bureau has released a new microdata file which includes the prices and physical characteristics of a sample of new houses completed or sold in 1996.

The file contains sales prices and characteristics such as square feet area, number of bedrooms, presence of a basement, type of heating system and type of exterior wall material.

The file has microdata records for nearly 25,000 houses. Data were obtained in the Census Bureau's monthly Survey of Housing Starts, Sales and Completions, which is partly funded by the U.S. Department of Housing and Urban Development.

The records show the characteristics for individual houses (minus any identifying information so the records remain confidential), allowing you to construct your own tabulations.

The file shows geographic codes for the nine census divisions offering users the opportunity to create tabulations in more detail than the summary statistics shown for the four census regions found in the *Characteristics of New Housing* report (see related article, page 7).

Source: *Characteristics of New Housing Microdata File* on diskette in SAS or dBASE (\$150).

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# Northeast Had Higher Prices for New One-Family Houses Than Other Regions

Housing prices were higher in the Northeastern part of the country in 1996 (i.e., New England and New Jersey, New York and Pennsylvania). A new one-family home had a median sales price of \$186,000 much higher than prices in other regions of the country. The lowest-priced homes were in the South (\$126,200).

(The latest findings are for September 1997: the median price of new one-family homes sold in September was \$145,000. See below.)

About 18 percent of the new one-family homes sold in the Northeast had a price of \$300,000 and over, a far greater proportion than in the West (10 percent), the Midwest (6 percent) and the South (4 percent).

How were most new one-family houses financed? Three-quarters had conventional loans. These homes had a median price of \$155,000. FHA (Federal Housing Administration) financing was next in popularity: these homes had a median price of \$99,900.

Source: *Characteristics of New Housing: 1996*, Series C25/96-A. <[www.census.gov/prod/www/abs/c25-96a.html](http://www.census.gov/prod/www/abs/c25-96a.html)>. Print (\$6, call 301-457-4100). Microdata on diskette (see related article, page 6).

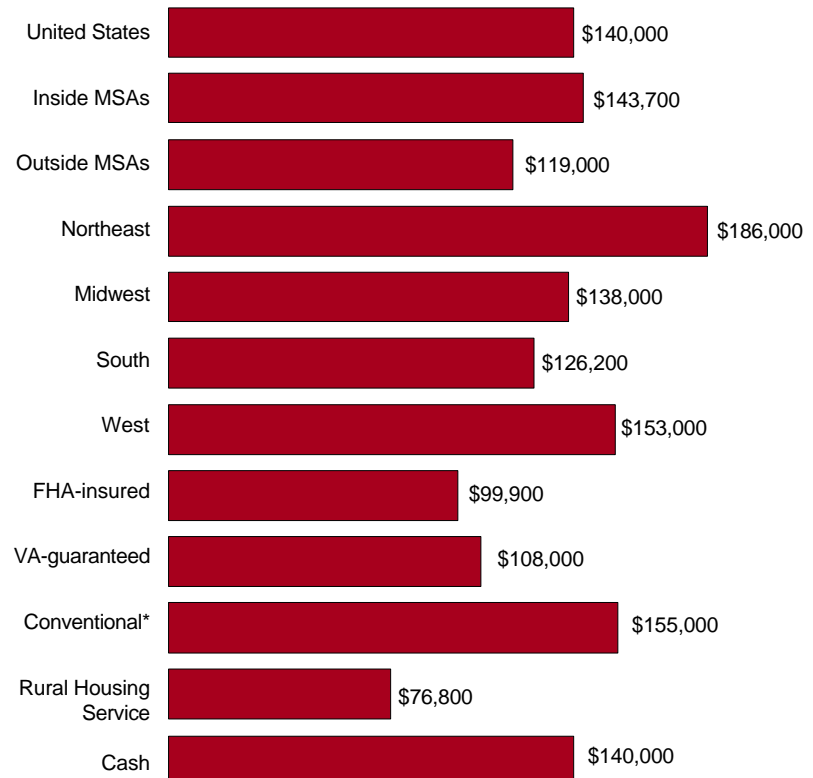
Note: This report is the culmination of the monthly series *New One-Family Houses Sold*, Series C25, available on the Internet (<[www.census.gov/const/www/index.html](http://www.census.gov/const/www/index.html)>) or in print (301-457-4100).

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## What New One-Family Homes Cost in 1996

Median sales price of new one-family homes: 1996



\*Includes other types of financing not shown separately.

Source: U.S. Census Bureau, Department of Commerce, *Characteristics of New Housing: 1996*, Series C25/96-A.

## Wanderlust

Armchair travelers! Try out the Census Bureau's interactive International Database that gives you a brief demographic portrait of any country you choose or the total population of any country or group of countries for each year between 1950 and 2050.

There you'll find data on labor force, marital status and other subjects. Population pyramids illustrate future changes in the age/sex distribution of the population.

Source: *International Database* <[www.census.gov/ipc/www/idbnew.html](http://www.census.gov/ipc/www/idbnew.html)>.

# America's Children

*Census Bureau Meets Demand for Data on Many Children's Issues*

Children's issues dominate the news. How many are in poverty? Victims of crime? Dependent on social programs?

What are their homes like? Do they live with both parents? Who provides care during the workday? To what extent are they at risk of becoming parents themselves in their teen years?

Open any newspaper, tune into any news broadcast, and you'll come upon such questions. Census Bureau statistics may not provide all the answers but they are usually part of the discussion – especially now.

The last few months have been a "golden harvest" for those needing data on children. Recent releases bear this out: we have released information on

children at risk, fathers as care providers (see page 9) and key national indicators of well-being ([www.census.gov/population/www/socdemo/children.html](http://www.census.gov/population/www/socdemo/children.html)).

Look for upcoming releases on children of single parents and preschooler care.

## Age Estimates for the Nation, States and Counties

How many children are there in America? Your state or county? How many will there be in your state 10 years from now?

For answers to such questions, if no others, you expect the Census Bureau to have an answer. And we do, on children of various ages – and the rest of the population too. Come to our Internet site ([www.census.gov/population/www/socdemo/age.html](http://www.census.gov/population/www/socdemo/age.html)) to find the numbers or contact our Population Division (301-457-2422; [pop@census.gov](mailto:pop@census.gov)).

## Data on Kids' Circumstances in Standard Releases

Many annual or periodic releases have considerable information on children and their circumstances. These releases offer broad views, so you may have to dig a little.

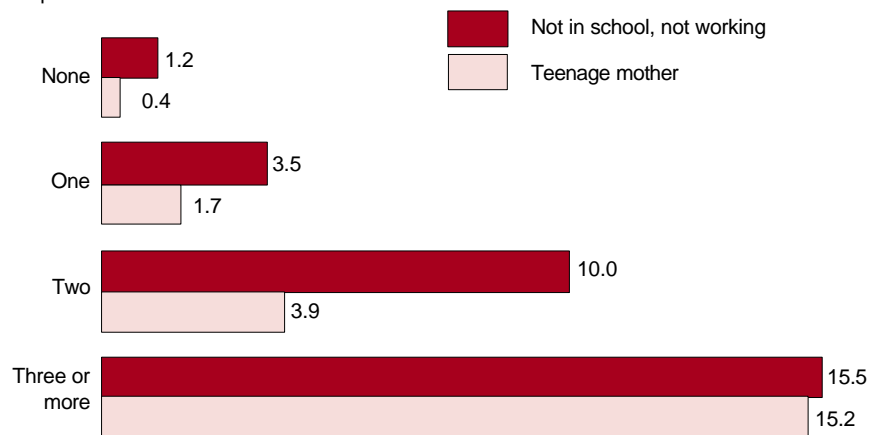
In the box on page 9, we list recent or upcoming releases. All or part of these releases can be found on the Internet. Don't feel left out if you're not on the 'Net. You can get the information in a printed report or a printout package of detailed tables. The Census Bureau's Customer Services (301-457-4100) can guide you to these printed materials.

These reports are based on tabulations generated from microdata from several household surveys.

Users with programming resources can derive state tabulations from these files. Generally the Census Bureau does not release subnational data from these surveys out of a concern for statistical reliability.

## The More Risk Factors, the More Likely Are Adverse Outcomes

Percent of 16- and 17-year-olds with adverse outcomes by number of risk factors experienced: 1996



Note: Risk factors refer to poverty, welfare dependence, one or both parents absent, unwed mother and parent not graduated from high school.

Source: U.S. Census Bureau, Department of Commerce, *America's Children at Risk*, Census Brief, Series CENBR 97-2

## Where Do You Turn for State Data on the Characteristics of Children?

As we mention above, the Census Bureau releases subnational population estimates and projections for children and other age groups. Nonetheless, we release very few state and local statistics on the *characteristics* of children between censuses (income and poverty statistics are exceptions).

As a service to our readers, we can cite the *Kids Count Data Book: State Profiles of Child Well-Being* published annually by the Annie E. Casey Foundation. This slim volume has state profiles and a list of state contacts for further information, a valuable tool for

*Continued on page 9*



researchers interested in statistics on children. For information, contact the Foundation at <[www.aecf.org](http://www.aecf.org)> or 410-223-2890.

### Census Bureau Contact

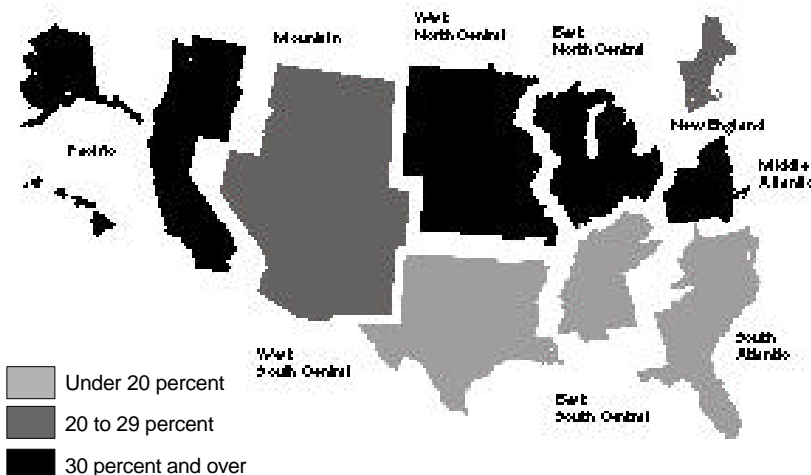
To learn more about the Census Bureau's data on children, a good first stop is our Population Division (301-457-2465; [pop@census.gov](mailto:pop@census.gov)).

### Standard Reports with Statistics on Children

- Household and family income <[www.census.gov/hhes/income.html](http://www.census.gov/hhes/income.html)>.
- Poverty <[www.census.gov/hhes/www/poverty.html](http://www.census.gov/hhes/www/poverty.html)>.
- Health insurance coverage <[www.census.gov/hhes/www/hlthins.html](http://www.census.gov/hhes/www/hlthins.html)>.
- Race <[www.census.gov/population/www/socdemo/race.html](http://www.census.gov/population/www/socdemo/race.html)>.
- Hispanic origin <[www.census.gov/population/www/socdemo/hispanic.html](http://www.census.gov/population/www/socdemo/hispanic.html)>.
- Fertility <[www.census.gov/population/www/socdemo/fertility.html](http://www.census.gov/population/www/socdemo/fertility.html)>.
- Educational attainment <[www.census.gov/population/www/socdemo/educ-attn.html](http://www.census.gov/population/www/socdemo/educ-attn.html)>.
- School enrollment <[www.census.gov/population/www/socdemo/school.html](http://www.census.gov/population/www/socdemo/school.html)>.
- Marital status and living arrangements <[www.census.gov/population/www/socdemo/ms-la.html](http://www.census.gov/population/www/socdemo/ms-la.html)>.
- Households and family characteristics <[www.census.gov/population/www/socdemo/hh-fam.html](http://www.census.gov/population/www/socdemo/hh-fam.html)>.
- Housing in selected metro areas <[www.census.gov/pro/www/abs/h170sma.html](http://www.census.gov/pro/www/abs/h170sma.html)>.
- Mobility <[www.census.gov/population/www/socdemo/migrate.html](http://www.census.gov/population/www/socdemo/migrate.html)>.

## Fathers Providing Child Care – U.S. at a Glance

Percent of married fathers with employed wives providing child care: 1993



Source: U.S. Census Bureau, Department of Commerce, *My Daddy Takes Care of Me!* Series P70-59.

## My Daddy Takes Care of Me!

In fall 1993, 25 percent of fathers in married-couple families provided child care for their preschoolers during mothers' working hours – so states a new report, *My Daddy Takes Care of Me! Fathers as Care Providers*. This is down from 30 percent in 1991.

Evidence suggests that “this decline was driven by changing economic conditions rather than fathers becoming less interested in taking part in their children's lives,” said Lynne Casper, the report's author.

“In 1991, when we were in a recession, more fathers were unemployed or working part time, meaning more were able to care for children while the mother was at work. Also, in tough economic times, families tend to have less income, and parents may have been more motivated to find a way for the father to provide care, saving the money they otherwise would have spent on a childcare provider.”

Fathers who were not employed or who had a part-time job or worked evening or night shifts were more likely to take care of their preschoolers while their wives worked than those who were employed, had a full-time job or worked a day shift. Poor fathers (43 percent) were almost twice as likely as non-poor fathers (24 percent) to care for their preschoolers.

Fathers working in service occupations, such as police, firefighters and security personnel were about twice as likely as those in any other occupation to be taking care of their preschoolers.

Source: *My Daddy Takes Care of Me! Fathers as Care Providers*. Series P70-59. Detailed tables, PPL-53 (\$24). <[www.census.gov/population/www/socdemo/childcare.html](http://www.census.gov/population/www/socdemo/childcare.html)>. Print (301-457-2422).

### Contact:

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## U.S. STATISTICS AT A GLANCE

### Household Economics

	Unit	1996	1995	1994	1993 <sup>r</sup>	1992	1991	1990	1980
<b>Housing (Annual)</b> .....		Source: U.S. Bureau of the Census							
Total housing units	Mil.	114,139	112,655	110,952	109,611	108,316	107,300	106,300	87,700
Vacant	Mil.	13,155	12,670	12,257	11,894	11,926	12,000	12,100	8,100
Year-round vacant	Pct.	8.7	8.5	8.3	8.2	8.2 <sup>r</sup>	8.5	8.6	6.8
Seasonal vacant	Pct.	2.8	2.8	2.7	2.7	2.8 <sup>r</sup>	2.7	2.8	2.4
Occupied	Mil.	100,984	99,985	98,675	97,717	96,391	95,300	94,200	79,600
Homeownership rate	Pct.	65.4	64.7	64.0	64.0	64.1	64.1	63.9	65.6
Median asking contract rent	\$	444	438	429	430	411	398	371	(NA)
Northeast	\$	457	473	467	483	476	498	487	(NA)
Midwest	\$	377	371	366	360	347	339	319	(NA)
South	\$	417	393	375	370	354	347	318	(NA)
West	\$	535	541	536	547	533	523	500	(NA)
Median asking sales price	\$	81,200	77,500	72,200	69,600	73,300	63,700	62,700	(NA)
Northeast	\$	95,700	102,600	107,100	99,900	96,800	101,600	109,900	(NA)
Midwest	\$	66,800	61,200	51,000	46,900	41,500	48,300	39,200	(NA)
South	\$	70,300	65,400	63,200	59,800	57,700	49,700	50,400	(NA)
West	\$	121,900	128,300	105,100	124,900	134,900	120,900	120,500	(NA)

<b>Income (Annual)</b> .....		Source: U.S. Bureau of the Census							
Median household income:	\$	35,492	34,076	32,264	31,241	30,786	30,126	31,203	29,309
White	\$	37,161	35,766	34,028	32,960	32,368	31,569	32,545	30,921
Black	\$	23,482	22,393	21,027	19,532	18,660	18,807	19,462	17,814
Hispanic origin <sup>1</sup>	\$	24,906	22,860	23,421	22,886	22,848	22,691	23,270	22,591
Median family income	\$	42,300	40,611	38,782	36,959	36,812	35,939	36,841	34,791
White	\$	44,756	42,646	40,884	39,300	38,909	37,783	38,468	36,249
Black	\$	26,522	25,970	24,698	21,542	21,161	21,548	22,325	20,974
Hispanic origin <sup>1</sup>	\$	26,179	24,570	24,318	23,654	23,901	23,895	24,417	24,354
Median income by type of family:									
Married couples	\$	49,707	47,062	44,959	43,005	42,064	40,995	41,574	38,297
Female householder, no husband present	\$	19,911	19,691	18,236	17,443	17,221	16,692	17,645	17,224
Male householder, no wife present	\$	31,600	30,358	27,751	26,467	27,821	28,351	30,268	28,993
Earnings of year-round, full-time workers:									
Males	\$	32,144	31,496	30,854	30,407	30,358	29,421	28,843	30,801
Females	\$	23,710	22,497	22,205	21,747	21,440	20,553	20,656	18,530

<b>Labor Force (Annual)</b> .....		Source: U.S. Bureau of Labor Statistics							
Nonfarm employment	1,000	119,554	117,203	114,172	110,730	108,604	108,256	109,419	90,406
Finance, insurance and real estate	Pct.	5.8	5.8	6.0	6.1	6.1	6.1	6.1	5.7
Government	Pct.	16.3	16.5	16.8	17.0	17.2	17.0	16.7	18.0
Construction	Pct.	4.5	4.4	4.4	4.2	4.1	4.3	4.7	4.8
Manufacturing and mining	Pct.	15.8	16.3	16.6	16.9	17.3	17.6	18.1	23.6
Retail and wholesale	Pct.	23.6	23.5	23.4	23.3	23.3	23.4	23.6	22.5
Services	Pct.	28.7	28.2	27.7	27.3	26.8	26.2	25.5	19.8
Transportation and public utilities	Pct.	5.3	5.3	5.2	5.3	5.3	5.3	5.3	5.7

<b>Consumer Expenditures (Annual)</b> .....		Source: U.S. Bureau of Labor Statistics							
Total	\$	(NA)	32,277	31,751	30,692	29,846	29,614	28,381	16,184
Food	\$	(NA)	4,505	4,411	4,399	4,273	4,271	4,296	3,116
Housing	\$	(NA)	10,458	10,106	9,636	9,477	9,252	8,703	4,643
Transportation	\$	(NA)	6,014	6,044	5,453	5,228	5,151	5,120	3,409

<b>Poverty (Annual)</b> .....		Source: U.S. Bureau of the Census							
Persons	Pct.	13.7	13.8	14.5	15.1	14.5	14.2	13.5	13.0
Children under 18 years	Pct.	20.5	20.8	21.8	22.7	21.9	21.8	20.6	18.3
Persons 18-64 years	Pct.	11.4	11.4	11.9	12.4	11.7	11.4	10.7	10.1
Persons 65 years and over	Pct.	10.8	10.5	11.7	12.2	12.9	12.4	12.2	15.7
White	Pct.	9.4	9.0	10.2	10.7	11.6	11.3	10.7	10.2
Black	Pct.	25.3	25.4	27.4	28.0	33.3	32.7	31.9	32.5
Hispanic origin <sup>1</sup>	Pct.	24.4	23.5	22.6	21.4	29.3	28.7	28.1	25.7
Families:									
Married couple families	Pct.	5.6	5.6	6.1	6.5	6.2	6.0	5.7	6.2
With children under 18 years	Pct.	7.5	7.5	8.3	9.0	8.4	8.3	7.8	7.7
Female householder, no husband present	Pct.	32.6	32.4	34.6	35.6	34.9	35.6	33.4	32.7
With children under 18 years	Pct.	41.9	41.5	44.0	46.1	46.2	47.1	44.5	42.9

Annual data for the complete year, not as of a given date. Pct. Percent. NA Comparable data not available. <sup>1</sup>Persons of Hispanic origin may be of any race. Note: All amounts are current dollars as of reference year.

## U.S. STATISTICS AT A GLANCE

### Economic Indicators

Economic indicators

	<u>Latest data</u>	<u>Unit</u>	<u>Latest month</u>	<u>Previous month</u>	<u>Last year</u>	<u>Percent change from previous month year</u>	
<b>Business .....</b>	Sources: Census Bureau, Federal Reserve Board						
Retail: Sales	Sept	\$Bil.	215.5	214.9	206.1	0.3	4.6
Inventory	Aug	\$Bil.	317.0	318.9	311.0	-0.6	1.9
Inv./sales ratio	Aug	Ratio	1.48	1.49	1.53	(X)	(X)
Consumer installment credit	Aug	\$Bil.	1,228.7	1,224.4	1,171.6	0.4	4.9
Merchant wholesalers: Sales	Aug	\$Bil.	208.8	211.0	202.7	-1.1	3.0
Inventory	Aug	\$Bil.	264.8	262.3	256.2	1.0	3.4
Stock/sales ratio	Aug	Ratio	1.27	1.24	1.26	(X)	(X)

### Construction and Housing .....

Sources: Census Bureau, Federal Housing Finance Board

Residential: Building permits – AR	Sept	1,000	1,445	1,397	1,391	3.4	3.9
Housing starts – AR	Sept	1,000	1,500	1,390	1,470	7.9	2.0
New home sales – AR	Aug	1,000	800	818	814	-2.2	-1.7
New home mortgage rate – NSA	Aug	Pct.	7.59	7.78	8.08	-2.4	-6.1
New construction: Total expenditures – AR	Aug						
Current dollars		\$Bil.	601.8	603.7	571.0	-0.3	5.4
Constant (1992) dollars		\$Bil.	508.3	509.9	493.3	-0.3	3.0

### Manufacturing .....

Sources: Census Bureau, Federal Reserve Board

Durable goods: Shipments	Aug	\$Bil.	181.2	183.8	168.5	-1.4	7.5
New orders	Aug	\$Bil.	186.5	181.7	166.3	2.7	12.2
Unfilled orders	Aug	\$Bil.	501.3	496.0	477.8	1.1	4.9
Total goods: Shipments	Aug	\$Bil.	330.4	332.9	312.8	-0.8	5.6
Inventories	Aug	\$Bil.	448.5	446.6	435.7	0.4	3.0
Inv./ship ratio	Aug	Ratio	1.36	1.34	1.39	(X)	(X)
Index of industrial production	Aug	1992=100	121.3	120.4	115.8	0.7	4.7

### U.S. International Trade in Goods and Services .....

Source: Census Bureau

Exports of goods and services	July	\$Bil.	77.4	78.5	68.5	-1.4	13.0
Imports of goods and services	July	\$Bil.	87.7	86.8	80.1	1.1	9.5
Trade balance	July	\$Bil.	-10.3	-8.3	-11.6	24.7	-11.0

### Money Supply, Prices, Interest Rates .....

Sources: Federal Reserve Board, Bureau of Labor Statistics, Treasury

Money supply (M1)	Sept	\$Bil.	1,069	1,070	1,093	-0.1	-2.2
Consumer Price Index – NSA	Aug	1982-84=100	160.8	160.5	157.3	0.2	2.2
Producer Price Index <sup>1</sup>	Sept	1982=100	132.0	131.4	132.0	0.5	–
Prime rate charged by banks <sup>2</sup>	Sept	Pct.	8.50	8.50	8.25	–	3.0
3-month U.S. T-bill – NSA	Sept	Pct.	4.97	5.13	5.15	-3.1	-3.5

### Other Principal Indicators .....

Sources: Bureau of Labor Statistics, Bureau of Economic Analysis

Civilian labor force	Sept	Mil.	136.5	136.5	134.3	–	1.6
Unemployment rate	Sept	Rate	4.9	4.9	5.2	–	-5.8
Index of leading indicators	Aug	1992=100	104.3	104.1	102.4	0.2	1.9
Personal income – AR	Aug	\$Bil.	6,919	6,880	6,539	0.6	5.8
			Qtr. 2	Qtr. 1	Percent		
			1997	1997	change <sup>3</sup>		
Chained (1992) dollars:							
Gross domestic product (GDP)		\$Bil.	7,160	7,102	3.3		
Personal consumption expenditures		\$Bil.	4,829	4,818	0.9		
Gross private domestic investment		\$Bil.	1,197	1,149	17.7		

– Represents zero. AR Annual rate. NSA Not seasonally adjusted. X Not applicable. <sup>1</sup>Finished goods. <sup>2</sup>As of end of month. <sup>3</sup>Annualized rate.  
Note: Figures are seasonally adjusted except as noted. Unless otherwise noted, all amounts are in current dollars as of the reference year.

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## Young & Rubicam Awarded Census 2000 Ad Contract

The Census Bureau has awarded the Census 2000 paid advertising contract to Young & Rubicam, Inc. (Y & R) and a consortium of partner agencies:

- The Bravo Group, a Y & R firm specializing in Hispanic outreach.
- Mosaica, a Y & R company expert in advertising to Asian audiences.
- J. Curtis & Company, a firm that targets African-American audiences.
- Gray & Gray, a Native American company.

The goal of the advertising campaign is to increase initial mail returns of census questionnaires nationwide from the general public, targeted audiences and historically under-counted populations. The creation of powerful and effective themes and

messages that can be modified to fit the circumstances of local, regional and targeted groups is an essential element of the contract.

Census Bureau Director Martha Farnsworth Riche said, "This team brings expertise in its understanding of hard-to-reach populations, extensive experience in government contracting and a strong commitment to the success of Census 2000."

An important focus of the Census 2000 advertising plan is outreach to historically hard-to-reach audiences. The Census Bureau has to have a strong minority contracting component to reach those audiences.

Overall, 28 percent of the total Census 2000 advertising contracting

dollars are earmarked for small disadvantaged firms. In addition the Census Bureau said that the final Census 2000 advertising plan will include an aggressive buying and placement strategy to reach hard-to-count audiences.

The 1990 census relied solely on *pro bono* public service advertising, which failed to reach many people. Television announcements, for example, were run in time periods when audiences were small. In addition, the Census Bureau received virtually no prime-time coverage. "A paid campaign allows us to put messages where they are needed when they are needed, making this a sound investment for the taxpayer," Riche said.

The Census Bureau estimates that for every 1-percent increase in the mail response rate the government will save \$25 million.